

Report Parameters :

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 1

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 81098

KYW TV3

1555 Hamilton Street, . PHILADELPHIA PA 19130

KYW TV3

AND

CONTRACT NO. REV.

1041-81098-1

DATE PRINTED

11/13/12

PAGE 1

39976	AGENCY (OR SERVICE)		ACTING AS AGENT FOR		215421	ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice				
NAME	SHORR JOHNSON MAGNUS					BOB CASEY FOR SENATE						
AND	1831 Chestnut St Ste 602					PO BOX 58746						
ADDRESS	Philadelphia		PA		19103-3700	Philadelphia PA 19102-8746						
	USA		USA									
CONTACT	MICHAEL D'ETTORRE					PRODUCT		general election week #1				
LOCAL SALESPERSON	JOHN LINK POL.		AGENCY EST. NO.		PRODUCT CODE		9820					
NATIONAL SALESPERSON												
BROADCAST SCHEDULE STARTING								10/30/12 AND ENDING	11/06/12	NO. WEEKS:	2	

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	02000..	2	05:58A	07:00A	30S	11/06/12-11/06/12	THIS MORNING (5:58-7AM)	2	350.00	700.00
2	02000..	2	06:58A	09:00A	30S	11/06/12-11/06/12	CBS THIS MORNING	2	250.00	500.00
3	01000..	1	05:27A	05:58A	30S	11/06/12-11/06/12	5:30AM NEWS THIS MORNING	1	275.00	275.00
4	01111..	4	02:57P	04:00P	30S	10/30/12-11/02/12	THE DOCTORS	4	325.00	1300.00
5	10000..	1	02:57P	04:00P	30S	11/05/12-11/05/12	THE DOCTORS	1	325.00	325.00
6	01111..	4	12:00N	12:30P	30S	10/30/12-11/02/12	TALK PHILLY	4	575.00	2300.00
7	11000..	2	12:00N	12:30P	30S	11/05/12-11/06/12	TALK PHILLY	2	575.00	1150.00
8	01111..	4	10:58A	12:00N	30S	10/30/12-11/02/12	THE PRICE IS RIGHT	4	900.00	3600.00
9	11000..	2	10:58A	12:00N	30S	11/05/12-11/06/12	THE PRICE IS RIGHT	2	900.00	1800.00
10	01111..	4	05:00P	06:00P	30S	10/30/12-11/02/12	5PM EARLY NEWS	4	765.00	3060.00
11	10000..	1	05:00P	06:00P	30S	11/05/12-11/05/12	5PM EARLY NEWS	1	765.00	765.00
12	F	1	10:00P	11:00P	30S	11/02/12-11/02/12	BLUE BLOODS	1	4500.00	4500.00
13	Su	1	10:00P	11:00P	30S	11/04/12-11/04/12	THE MENTALIST	1	4500.00	4500.00
14	M	1	10:00P	11:00P	30S	11/05/12-11/05/12	HAWAII FIVE-O	1	7000.00	7000.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KYW TV3

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AND	1831 Chestnut St Ste 602			PO BOX 58746	
ADDRESS	Philadelphia PA 19103-3700			Philadelphia PA 19102-8746	
	USA			USA	
CONTACT	MICHAEL D'ETTORRE			PRODUCTgeneral election week #1	
LOCAL SALESPERSON	JOHN LINK POL.	AGENCY EST. NO.		PRODUCT CODE 9820	
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 10/30/12 AND ENDING 11/06/12 NO. WEEKS: 2					

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			FROM	TO						
15	01111..	4	11:35P	12:37A	30S	10/30/12-11/02/12	DAVID LETTERMAN	4	900.00	3600.00
16	10000..	1	11:35P	12:37A	30S	11/05/12-11/05/12	DAVID LETTERMAN	1	900.00	900.00
17	Su	1	06:58A	09:00A	30S	11/04/12-11/04/12	WKND NEWS SUN 7-9A	1	495.00	495.00
18	Sa	1	06:57A	09:00A	30S	11/03/12-11/03/12	CBS SATURDAY MORNING NEWS	1	450.00	450.00
19	Su	1	08:57A	10:30A	30S	11/04/12-11/04/12	CBS SUNDAY MORNING	1	1440.00	1440.00
Total Contract:								38		38660.00
Billing Summary										
Qtr 4-12						Oct	Nov	Dec	Total	
						.00	36995.00	.00	36995.00	
GRAND TOTAL									36995.00	

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